

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BCT 1024 - CRITICAL THINKING AND APPLICATIONS IN MANAGEMENT

(All sections/ Groups)

6 JUNE 2018
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS:

- a. This question paper consists of **TWO** parts – Part A and Part B. The total number of pages for this examination paper is **12** pages (including the cover page).
- b. Please answer **ALL** questions.
 - **Part A** contains multiple choice questions (40 marks). Shade the most appropriate response on the multiple-choice answer sheet.
 - **Part B** contains short-answer questions (60 marks). Write your answers in the Answer Booklet provided.

PART A: MULTIPLE CHOICE (40 marks)

Read each question below and then indicate the most appropriate response on the multiple-choice answer sheet. (2 marks for each correct answer, for a total of 40 marks)

Question 1 is based on the following listed questions.

- Could you elaborate further on that point?
- Could you express that point in another way?
- Could you give me an illustration?

1. The above questions help us to improve _____ on an issue that are presented to us.

- a. clarity
- b. accuracy
- c. precision
- d. relevancy

2. All of the statements below are criteria for accepting a claim EXCEPT:

- a. The claim is made by reputable authority we can trust as an expert about this kind of claim who has no motive to mislead.
- b. The claim is put forward by reputable journal or reference source.
- c. The claim is in a media source that is usually reliable and has no obvious motive to mislead, if the source is named.
- d. The claim contradicts other claims we know to be true.

3. A series of statements that are intended to persuade someone of something is known as _____.

- a. an argument
- b. supporting statements
- c. a loaded question
- d. brainstorming

Continued...

4. "ABC sport shoes is comfortable while still remaining in style. With great quality and with wide variety of colours and options. These sneakers are perfect for a casual use".

The statements are excerpted from a sport shoes advertisement. Which advertisement ploys that this advertisement use?

- a. Anxiety
- b. Emotive
- c. Weasel words
- d. Humor

5. Yusuf drove over the speed limit nearby school area. A police officer stopped him and said "Sir, do you know that it is dangerous to speed at school area. Imagine, if any kid across this road unexpectedly and you miss to press your break paddle. Do you want to be responsible for their death or injury?"

This question serves as a /an:

- a. implicit premise
- b. leading question
- c. interrogative question
- d. rhetorical question

6. Sonar, radar, and medical ultrasound imaging imitating animal echolocation of dolphins. This is a form of creative problem solving technique called :

- a. bionics
- b. free association
- c. think in reverse
- d. shift perspective

7. "I don't really care what the others think. I believe in my idea, so I'm going to give it a try."

The statement represents the characteristic of creative people which is:

- a. risk-taking
- b. postponing important works
- c. enjoying freedom
- d. having wide range of interests

Continued...

8. In a discussion session, when someone wears _____ hat, the person represents _____ words such as "my intuition tells me that competitors' prices will fall soon", "I am worried customers do not like the design our products". Words that suit the blank spaces are:

- a. white...factual
- b. black...criticism
- c. red...emotive
- d. blue...concluding

9. PREMISE: Some healthy people will always park vehicles at parking spaces designated for special needs people despitely clear signboards are placed to warn the misuse of parking spaces.

PREMISE: When the parking spaces are being misused, special needs people will face difficulty to park and mobilise themselves to their intended destination.

CONCLUSION: Therefore, we need harsh punishment to people who misuse parking spaces designated for special needs people.

The speaker of the argument presents the argument to _____:

- a. decide
- b. predict
- c. persuade
- d. disagree

10. "If interest rates keep dropping, then the property market will be stimulated. Bank Negara has just announced the interest rates for property will drop for the next six months. Therefore, _____."

Complete the argument by providing the correct conclusion from the following statements to make it valid:

- a. the property market will be stimulated.
- b. we presume that the interest rates keep dropping further.
- c. interest rates for property will be stimulated.
- d. the prices of other goods will drop too.

Continued...

11. Zaharah's last three babies were large and now she is pregnant again. The next baby probably will large too.

The above argument is:

- a. Deductive...Invalid, bad
- b. Deductive...Valid, bad
- c. Deducive...Valid, good
- d. Inductive...Invalid, weak

12. If Sue wins, then Edry will be happy. If Edry is happy, then George will be happy.
So, if Sue wins, then George will be happy.

The argument is:

- a. Valid, good
- b. Valid, bad
- c. Invalid, bad
- d. Invalid, strong

13. Anyone who is hot sweats. Manual is sweating. So, he must be hot.

The argument is:

- a. Valid, good
- b. Valid, bad
- c. Invalid, bad
- d. Invalid, strong

14. You should not download a software from someone that you don't know.
Downloading computer software from someone you don't know is like accepting candy from a stranger. This statement is an example of:

- a. fallacy of false dilemma
- b. appeal to common practice
- c. reasoning by analogy
- d. bionics

Continued...

15. Hey, I don't see what's wrong with taking a pad of paper or a few thumb drives home from the office. Besides, this company has been underpaying me for years!

Which of the following fallacies has the speaker used?

- a. Ad populum appeal to spite
- b. Tu quo que
- c. Ad hominem abusive
- d. Slippery slope

16. The media never tell us the truth. Why did I say so? Because the media always lies.

Which of the following fallacies has the speaker used?

- a. Ad populum appeal to fear
- b. Circular argument
- c. Ad hominem circumstantial
- d. Red herring

17. "I met three Bitcoin investors so far and they are all rich. Bitcoin investors are rich". This argument contains:

- a. sweeping generalization
- b. hasty generalization
- c. appeal to ignorance
- d. false analogy

18. Whenever I get my salary, there must be unfortunate events that caused me to spend a lot of money. I bet, salary day is my bad luck day.

Which mistake in evaluating cause and effect has the speaker made?

- a. Reversing Cause and Effect
- b. Overlooking a common cause
- c. Looking too hard for a cause
- d. Impossible to tell which one is the cause

Continued...

19. _____ happens when two things or events are clearly associated.

- a. Validity
- b. Correlation
- c. Generalisation
- d. Reconstruction

20. Which of the following statements below describe fallacy?

- a. A comparison made to draw out similarities between two things.
- b. A claim is made about a group (or population) based on what we find out about some part of the group (or a sample).
- c. A faulty argument that at first appears to be correct but when further examination is done the argument is found to be incorrect.
- d. A statement that functions as middle agent, a bridge between us and the world of events occurring around us.

Continued...

PART B: SHORT ANSWERS QUESTIONS (60 MARKS). PLEASE ANSWER ALL QUESTIONS.

QUESTION 1: EVALUATING MEDIA MESSAGES (20 marks)

Electronic and print media can subconsciously use the following methods to influence the readers on one issue over the others such as through :

- I. The selection of issues
- II. The use of time
- III. Use of language
- IV. The nonverbal element of clothing
- V. Camera angle and distance

Choose any four (4) of the methods above by providing descriptions on the role of each method. Then, provide a specific example to illustrate its use either in electronic or in print media.

Continued...

Question 2: Argument identification (20 marks)

Question 2a and 2b are based on the following article that was excerpted from a local newspaper.

Shopping malls are dominating every city and major town in this country, and yet more are still being constructed. ①

What this country needs now are more parks and recreational areas instead of shopping malls. ②

I've noticed of lately, while the restaurants and other food outlets may be full of people, the other stores are generally empty. ③

People are always walking in the malls but they don't always buy rather to just look around. ④

So why not build more parks for people to exercise in and do their walking? ⑤

In my opinion, it's much better to be outside in the fresh air than being cooped up in an air-conditioned space. ⑥

Having more parks and recreational areas would encourage everyone to stay outside and enjoy the fresh air. ⑦

It's better to preserve the natural beauty of the land than destroying it to construct more buildings that are surplus to our requirement. ⑧

It would also motivate them to exercise and stay healthy. ⑨

The article was excerpted from: <https://www.thestar.com.my/opinion/letters/2018/04/26/>

Continued...

a. Based on the above article, label each statement whether it is a subjective or an objective statement. In your answer booklet, label your answers as follow:

Example:

Statement ①: Subjective

Statement ②: Objective

and so forth...

(9 marks)

b. Then, identify statement that functions as the conclusion, premises and supporting statements to support the premises using arrow diagram as depicted in the below example:

Example:

Don't eat at ZZZ restaurant ①

The restaurant failed health inspection. ②

The food is not tasty. ③

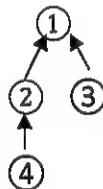
Look at Sepang Municipal Council website and you will see the list of restaurants that failed health inspection and ZZZ restaurant is one of them ④

Answer:

Conclusion

Premises

Supporting statement



(11 marks)

Continued...

Question 3: PROBLEM-SOLVING (20 marks)

Read the following article below and then answer the questions that follow.

According to the latest Risk Developments and Assessment of Financial Stability 2016 Report by Bank Negara, the country's household debt was at RM1.086 trillion or 88.4% of gross domestic product (GDP) as at end 2016. Residential housing loan accounted for 50.3% (RM546.3bil) of total household debts, motor vehicles at 14.6%, personal financing at 14.9%, non-residential loan was 7.4%, securities at 5.7%, followed by credit cards at 3.5% and other items at 3.6%.

Evidently, residential housing loan is the highest among all types of household debt. However, a McKinsey Global Institute Report on "Debt and (Not Much) Deleveraging" in 2015 highlighted that in advanced countries, mortgage or housing loan comprises 74% of total household debt on average. As a country that aspires to be a developed nation, a housing loan ratio of 50.3% to total household debt would be considered low, compared to 74% for the advanced countries. In other words, we are spending too much on items that depreciate in value immediately – such as car loans, credit card loans and personal loans – compared to assets that appreciate in value in the long run, such as houses. Advanced economies, which are usually consumer nations, have only 26% debts on non-housing loan as compared to ours at 49.7%. In order to adopt the household debt ratio of advanced economies, our housing loan of RM546.3bil should be at 74% of total household debt.

This means that if we were to keep our housing loan of RM546.3bil constant, our total household debt should be reduced from the current RM1.086 trillion to a more manageable RM738bil. This would require other non-housing loans (car loans, credit card loans and personal loans etc) to reduce from 49.7% of total household debt to only 26%. To achieve this ratio, the non-housing loan debt must collapse from the current RM539.7bil to only RM192bil.

Malaysia's household debt at present ranked as one of the highest in Asia. Based on the same 2015 McKinsey Report, our household debt-to-income ratio was 146% in 2014 (the ratio of other developing countries was about 42%) compared to the average of 110% in advanced economies. Based on a report in *The Star* recently, Malaysia's youth are seeing a worrying trend with those aged between 25 and 44 forming the biggest group classified as bankrupt. The top four reasons for bankruptcy were car loans (26.63%), personal loans (25.48%), housing loans (16.87%) and business loans (10.24%). It is time for the Government to introduce more drastic cooling-off measures for non-housing loans in order to curb debt that is not backed by assets.

The article was excerpted from: <https://www.thestar.com.my/business/business-news/2018/02/10/restructuring-our-household-debt/>

Continued...

Based on the article above:

- a. state the expectation, reality and gap.
(3 marks)
- b. create three (3) questions that can help you to understand the problems using Kepner-Tregoe method. Then, answer the questions that you have created.
(3 marks)
- c. state what “SCAMPER” acronym stands for.
(7 marks)

Then, state briefly a solution based on the problem in the article that matches with each SCAMPER acronym.

(7 marks)

End of Page.

